DECISIONHEALTH® *home care matters*

18TH ANNUAL PRIVATE DUTY NATIONAL CONFERENCE & EXPO

NOVEMBER 16-18, 2015 | TROPICANA | LAS VEGAS

GROW.
RECRUIT.
DIVERSIFY.

Reserve your space today, contact:

www.decisionhealth.com/privateduty

Exhibitor Prospectus

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You're Invited

Dear Exhibitor,

I am delighted to invite you to the **18th Annual Private Duty National Conference & Expo**, the non-medical home care development and networking event of private duty executives.

At this event, with more exhibit time than ever, you will reach owners, CEOs, presidents, VPs, directors, and other top-level decision-makers who are actively looking for new products and solutions to grow their agencies. These are the individuals you want to reach – those who make and influence decisions at their agencies and throughout the non-medical home care community.

Partnering with DecisionHealth to bring information, tools and services to our conference attendees not only benefits you, but brings value to our customers. By helping non-medical home care decision-makers understand how your products and services will help them grow their businesses; they can make more informed choices when it comes to training, resources and software solutions. Your presence at the **Private Duty National Conference & Expo** will add to the attendee experience by sharing the wide array of products, services and resources professionals involved in non-medical home care can utilize as they address their agency's needs for growth and increase revenues.

I look forward to seeing you in Las Vegas on November 16-18 at the ***new*** Tropicana for the **18th Annual Private Duty National Conference & Expo**.

Sincerely,

Maria Tsigas

Maria Tsigas
Director of Product Management, Post-Acute Care Group
DecisionHealth

6.5 hours of exhibiting time!

Keep turning for more information.

Presented by: DECISIONHEALTH Private Duty INSIDER

www.decisionhealth.com/privateduty

DecisionHealth • 9737 Washingtonian Blvd., Ste. 200 • Gaithersburg, MD 20878-7364 • Toll-free 1-855-CALL-DH1

Attendee Demographics

Where are home health agencies spending their money?

DecisionHealth delivers decision makers and influencers what they're looking for.

Are you a....

Systems company?

- **42% of decision makers** will spend more than **30% of their budget** on systems
- **73% of influencers** believe your services are **very important** to their agency

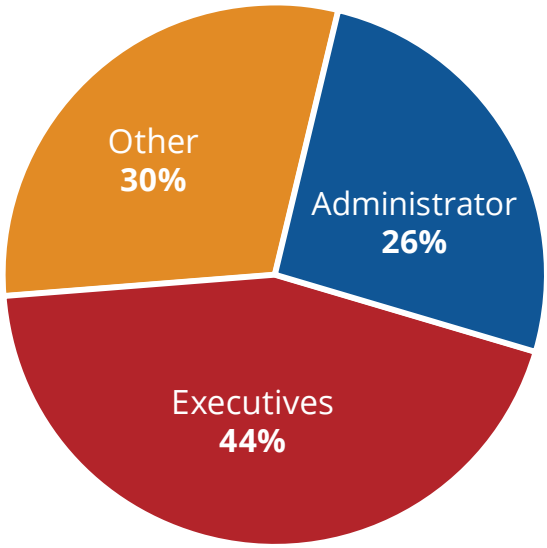
Technology company?

- **44% of decision makers** will spend more than **30% of their budget** on technology
- **82% of influencers** believe your services are **very important** to their agency

Marketing agency?

- **37% of decision makers** will spend more than **30% of their budget** on marketing
- **56% of influencers** believe your services are **very important** to their agency

Projected Demographics



**Results based on responses to a DecisionHealth conference attendee survey.*

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Conference Overview

The **Private Duty National Conference & Expo** is a 2-1/2 day event packed full of strategies and insights on how to grow and thrive in the non-medical home care market. This annual event attracts agency owners, CEOs, presidents, VPs, directors and other executives that are looking for proven tactics and new solutions to successfully grow their businesses.

Schedule at a Glance

Pre-conference

4:30 – 6:30 p.m. Welcome Reception

Main Conference Day 1

8:00 – 9:00 a.m. Registration and Continental Breakfast

11:45 a.m. – 1:15 p.m. Networking Lunch

3:30 – 4:00 p.m. Break

Main Conference Day 2

8:00 – 9:00 a.m. Continental Breakfast

10:00 – 10:30 a.m. Networking Break

62% of decision makers spend up to **30 minutes** with exhibitors

83%
of exhibitors return to DecisionHealth events for up to 4 years

5 reasons to attend:

1. All exhibit hall hours are 100% unopposed.
2. Network with non-medical home care leaders and influencers, and gain one-on-one access to decision makers who authorize purchases for their agency.
3. Introduce new product and services to your target market.
4. Develop new customer relationships and meet with existing customers for continued business.
5. Survey potential customers on their needs and generate new leads and sales.

Sponsorship & Exhibitor Opportunities

D **Diamond Sponsor** p5
G **Gold Sponsor** p6
S **Silver Sponsor** p6
BR **Bronze Sponsor** p7
B **Basic Exhibitor** p7
Additional badges p7
Ad Specifications p7
Additional Opportunities p9

D G S

Diamond, Gold and Silver ONLY:
3 opportunities for your complimentary insert into *Private Duty Insider*:

October issue: ad due September 1
November issue: ad due October 1
December issue: ad due November 1

For Additional Advertising and Sponsorship Opportunities *see page 9.*

D Diamond Sponsor (Exclusive Sponsorship) $18,500

- Best of Floor 10' x 20' booth
- Two exhibit passes plus two admissions to all conference sessions, meals, breaks and events
- Two premier signs (3' x 8' each) recognizing Diamond Sponsorship level
- Signage on main podium, including company name/logo and Diamond Sponsor
- Exhibit Hall Grand Opening and Welcome Reception co-sponsor where you will have networking access to prospects and customers
- 10 minutes to speak, tent signs tables during opening reception, located in the exhibit hall
- Reserved table for up to 10 during lunch Day 1 of Main Conference, for your prospects and customers
- Logo on conference tote bag plus insert into bag
- Full-page full-color ad in electronic conference materials
- Link to your site from conference website (on Exhibitor Tab) with special recognition for being a Diamond Sponsor
- Pre and post-conference attendee mailing list for one-time use
- One complimentary full page insert into Private Duty Insider newsletter- 3 issues to choose from
- *Private Duty Insider* banner ad for one month
- 4 hours of photographer at the booth

G Gold Sponsor (Two Sponsorships available) $12,500

- Premier 10'x 20' booth
- Two exhibit passes plus two admissions to all conference sessions, meals, breaks and events
- Two premier signs (3' x 8' each) recognizing Gold Sponsorship level
- Exhibit Hall Grand Opening and Welcome Reception co-sponsor where you will have networking access to prospects and customers
- Sponsorship of Wi-Fi – all immediate log-ins will go to your domain page
- Reserved table for up to 10 during networking lunch Day 1 of Main Conference for your prospects and customers
- Sponsorship of hotel key cards
- Insert into bag
- Full-page full color ad in electronic conference materials
- Link to your site from conference website (on Exhibitor Tab) with recognition for Gold Sponsorship
- Pre and post-conference attendee mailing list for one-time use
- One complimentary full page insert into *Private Duty Insider* newsletter — 3 opportunities

S Silver Sponsor (Four Sponsors Available) $7,000

- Prominent 10' x 10' booth
- Two exhibit passes plus two admissions to all conference sessions, meals, breaks and events
- One premier signs (3' x 8' each) recognizing Silver Sponsorship level
- Sponsor of one breakfast and one morning refreshment break
- Sponsorship of charging stations w/signage recognizing Silver Sponsorship
- Insert into bag
- Half-page full color ad in electronic conference materials
- Link to your site from conference website (on Exhibitor Tab) with recognition of Silver Sponsorship
- Pre and post-conference attendee mailing list for one-time use
- One complimentary ½ page ad insert into *Private Duty Insider* newsletter — 3 opportunities

BR Bronze Sponsor (Eight Sponsors Available).....$4,750

- Priority 10′ x 10′ booth
- Two exhibit passes plus one admission to all conference sessions, meals, breaks and events
- Insert into conference tote bag
- 1/4 page full color ad in conference materials
- Link to your site from conference website (on Exhibitor Tab) with recognition of Bronze Sponsorship
- Pre and post-conference attendee mailing list for one-time use
- Company listing placed in electronic conference materials

B Basic Exhibitor.....$3,500

- Mid-Level 10′ x 10′ booth
- Two exhibit passes.
- Company listing placed in conference materials

Additional badges

Exhibit hall only badge: **$200/each**

Upgrade your exhibit hall badge to the main conference: **$500**

Additional main conference badges: ... **$500**

Ad Specifications

D Diamond Sponsor
G Gold Sponsor
S Silver Sponsor

3 opportunities for your complimentary insert into ***Private Duty Insider***:
October issue: ad due September 1
November issue: ad due October 1
December issue: ad due November 1

Please provide a high resolution (for print) 4-color PDF with fonts embedded. Ads do not bleed. Image areas are specified below in inches:

- Full page: 7.5 x 10.5
- Half Page: 7.5 x 5.125
- Quarter Page: 3.625 x 5.125

BR Bronze Sponsor

Please provide a high resolution (for print) 4-color PDF with fonts embedded. Ads do not bleed. Image areas are specified below in inches:

- Quarter Page: 3.625 x 5.125

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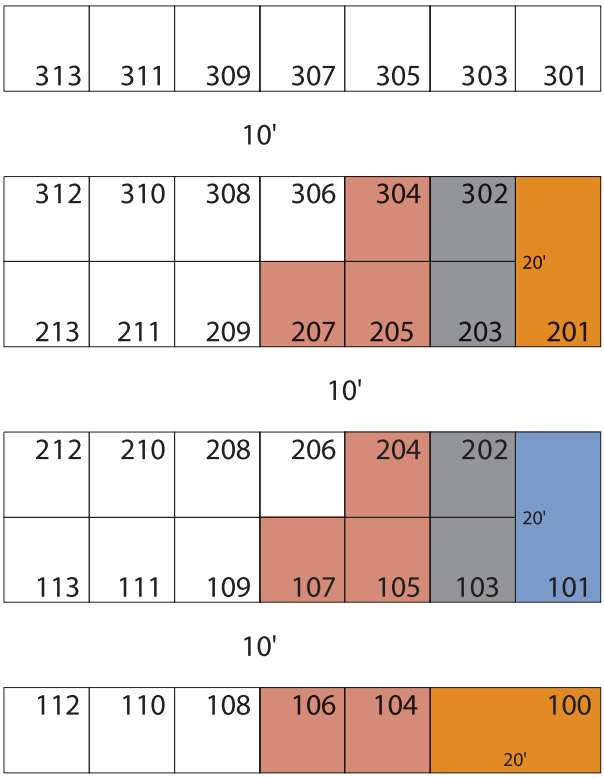
Exhibitor Hall Floor Plan



KEY:

- D Diamond Sponsorship
- G Gold Sponsorship
- S Silver Sponsorship
- BR Bronze Sponsorship
- B Basic Booth
- Reserved

Exhibit Hall Hours

Pre-conference
4:30 – 6:30 p.m.
Welcome Reception

Main Conference Day 1
8:00 – 9:00 a.m.
Registration and Continental Breakfast

11:45 a.m. – 1:15 p.m.
Networking Lunch

3:30 – 4:00 p.m.
Break

Main Conference Day 2
8:00 – 9:00 a.m.
Continental Breakfast

10:00 – 10:30 a.m.
Networking Break

Additional Sponsorship Opportunities

Sponsorship of lanyards.....**$1000**

Charging station **$1200**

Exhibit hall game **$750**

Signature drink during welcome reception* **$1400**

*1 drink per person, logo on (1) drink ticket and bar napkins

Advertising Opportunities

Preconference mailing list sent 10/16.....**$350**

Preconference mailing list sent 11/2 .....**$500**

Post conference mailing list sent 11/23.....**$500**

Tote Bag Insert **$500**

Half Page Ad in Program Guide **$525**

Full Page Ad in Program Guide **$750**

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Payment

1 Contact Information

Name*: _____

Company*: _____

Address: _____

_____

City/State/Zip: _____

Professional Title*: _____

Phone: _____

Fax: _____

Email: _____

**Information will be displayed on your event badge.*

2 Select Your Sponsorship and Event Opportunities

- ☐ **Diamond Sponsor** **$18,500**
- ☐ **Gold Sponsor** **$12,500**
- ☐ **Silver Sponsor** **$7,000**
- ☐ **Bronze Sponsor** **$4,750**
- ☐ **Basic Exhibitor** **$3,500**
- ☐ Exhibit hall only badge $200/each
- ☐ Upgrade your exhibit hall badge to the main conference: $500
- ☐ Additional main conference badges: $500
- ☐ Sponsorship of lanyards $1,000
- ☐ Charging station $1,200
- ☐ Exhibit hall game $750
- ☐ Signature drink during welcome reception* $1,400
  **1 drink per person, logo on (1) drink ticket and bar napkins*
- ☐ Preconference mailing list sent 10/16 ..... $350
- ☐ Preconference mailing list sent 11/2 ..... $500
- ☐ Post conference mailing list sent 11/23 ..... $500
- ☐ Tote Bag Insert $500
- ☐ Half Page Ad in Program Guide $525
- ☐ Full Page Ad in Program Guide $750

TOTAL AMOUNT:

3 Your Payment Due Dates

$ _____ 50% Deposit due **September 16, 2015**

$ _____ 100% Deposit due **October 16, 2015**

Mail your payment and completed form to:

4 Provide Your Billing Information

☐ Pay by check. Amount enclosed: $ _____
Make checks payable to:
DecisionHealth (TIN: 26-3622553)

☐ Pay by card. Charge this amount: $ _____
☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Card # _____

Exp. Date _____

Name _____

Signature _____

Note: Charges will appear as "UCG conference", by signing this page you are agreeing to the terms and conditions of this agreement.

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Terms and Conditions

The application and Contract for Space (the "Contract") by and between DecisionHealth (DH) and the exhibiting company ("Exhibitor") governs exhibitor rental and use of exhibit space in the exhibit hall at ("THE CONFERENCE") with the terms and conditions set forth below. This contract shall become binding upon acceptance by an authorized DH representative for THE CONFERENCE.

EXHIBIT SITE AND TIME: DH reserves the right, at its sole discretion, to change the site, hours, and dates. DH will attempt to notify Exhibitor of any such changes as far in advance as possible, but assumes no specific obligation to do so successfully.

APPLICATIONS: All applications for exhibit space must be made on this contract. A counter-signed copy will be returned to the Exhibitor upon acceptance of the Contract by an authorized representative from DH. DH reserves the right, at its sole discretion, to decline acceptance of any Contracts.

EXHIBIT SPACE ALLOCATION: DH will attempt to assign exhibit space in the order in which Contracts are received. DH reserves the right, at its sole discretion, to designate exhibit space or make changes in the location, size, layout, arrangement and display limits of the exhibits.

EXHIBIT SPACE FEE: The exhibit space fee ("Fee") per booth unit includes space selected in the application section on page 1, company identification sign, standard drapery, general security, general illumination, and an Exhibitor Service Manual. All other expenses are the responsibility of the Exhibitor.

CANCELLATION: In the event Exhibitor cancels all or part of the exhibit space, the following provisions shall apply: (i) if written notice of cancellation is received by DH at least 60 days prior to the 1st day of the conference, Exhibitor shall pay a cancellation fee equal to one-half of the total exhibit space rental fee (ii) if written notice of cancellation is received by DH less than 60 day Prior to the first day of the conference, Exhibitor shall pay the full amount of the total exhibit space rental fee: (iii) all cancellation fees are payable immediately upon cancellation. All payments made to DH under this contract are deemed fully earned and nonrefundable and made in consideration for expenses incurred by DH and DH's lost or deferred opportunity to provide exhibit space to others, and all cancellation fees that may become due here under are acknowledged by Exhibitor to constitute liquidated damages. DH reserves the right to cancel the Exhibit Hall or to terminate this contract for any reason at any time upon written notice to Exhibitor. Upon cancellation or termination by DH, DH's sole liability to Exhibitor, and Exhibitors exclusive remedy, shall be a refund of any Fees paid by Exhibitor under this agreement.

FORCE MAJEURE: DH shall not be responsible for any loss or damage resulting from failure to perform under this Contract or to conduct THE CONFERENCE in whole or part as a result of riot, strike, civil disorder, act of war, act of terrorism, earthquake, storm, fire, flood, failure of facilities, or any act of God or any reason, of any kind whatsoever beyond the reasonable control of DH. In such cases, DH will make reasonable efforts to reschedule THE CONFERENCE. Notwithstanding any other terms or conditions of this contract, should it ultimately be impossible to hold THE CONFERENCE for the forgoing reasons, all payments will be refunded.

INSTALLATION AND DISMANTLE: Exhibitor will be provided reasonable time to erect and dismantle its exhibits as will be specified in the Exhibitor Service Manual. DH will remove exhibit materials not removed from the exhibit hall by the Exhibitor at Exhibitor's expense.

CONDUCT: Exhibitor shall conduct its exhibit in a manner not to be objectionable to DH, other exhibitors, the conference facility, and the public. DH reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, content, or any other reason are objectionable or otherwise detract from or are out of keeping with the character of exhibit or promotion which, if continued, substantially detracts from the design or description given advance approval. DH and the conference facility reserve the right to close, remove, or require changes in any exhibit or to remove any of Exhibitor's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to DH, THE CONFERENCE, other Exhibitors, the conference facilities, or the public. If the exhibitor or its representatives fail to observe the terms and conditions of this Contract, Exhibitor may be dismissed from THE CONFERENCE without refund or appeal.

GIVEAWAYS AND SAMPLES: Distribution of giveaway items and samples is permitted provided there is no interference with other exhibits. DH may withhold or withdraw permission to distribute giveaways or samples, advertising or any material it deems objectionable.

EXPOSITION BADGES: Exhibitor personnel must wear conference identification badges while on the exhibit floor.

MAILING LIST AGREEMENT: By submitting this request, I understand and agree that this list order is for a one-time use only. Neither this list nor excerpts thereof are to be duplicated, reproduced, reused or transfered without written authorization from DecisionHealth. I understand that lists are seeded with decoy names to detect unauthorized use. If unauthorized use is detected, I understand that I will pay 10 times the value of the list order and be subject to other legal action. I understand that this mailing list does not include email addresses or phone numbers. Exhibitor will make it clear that the mailing is coming from your company and not DecisionHealth. Exhibitor will include your company's complete contact information on your promotional mailing or solicitation. DecisionHealth is not responsible for any additional design or production cost for the advertising placement and any promotional product(s) or mailings.

AVAILABLE SERVICES: DH will designate independent contractors ("Exposition Contractors") to provide the following services: draping, machine moving, cartage, machine erection, furniture, booth and floor decoration, signs, photography, telephone and internet services, electrical, plumbing, carpentry, and other related services. DH assumes no responsibility or liability for any of the services performed or materials delivered by any Exposition Contractor. Use of any other contractor other than Exposition Contractor shall require the advance written consent of DH.

UNION LABOR: Exhibitor is required to observe all union contracts in effect between DH, the Exposition Contractor, the conference facility and various labor organizations.

TAXES, LICENSES, SECURITY AND LIABILITY: Exhibitor shall be responsible for obtaining any licenses, permits and insurance under all local, province, state, federal or legally entitled entities, laws and regulations applicable to its activity at the Exposition, including tax identification numbers and payment of all taxes, license fees or other charges that shall become due. DH will provide guard service to the perimeter of the exhibit hall during the hours when the exhibit area is closed. However, Exhibitor is solely and fully responsible for its' own exhibit material and other property at all times, regardless of its location. Neither DH nor its agents or representatives will be responsible for any injury, loss or damage that may occur to Exhibitor or to Exhibitor's employees, sub-contractors or agents or the property belonging to any such party. Under no circumstances will DH be liable for lost profits or other incidental or consequential damages. Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. Anyone visiting, viewing, or otherwise participating in Exhibitor's exhibit space is deemed to be the invitee or licensee of Exhibitor, rather than the invitee or licensee of DH. Exhibitor is solely liable for any injury to its property or to persons participating in the exhibitor its invitees and guests, or any party or individual(s) designated by Exhibitor as their agent(s), and assumes full responsibility and liability for acts and omissions of its agents, employees or independent contractors, whether acting within or without the scope of their authority, and agrees to hold harmless DH and the exhibit hall from responsibility or liability resulting directly or indirectly from such acts or omissions.

INSURANCE: Exhibitor must carry a minimum of $1,000,000 per occurrence limit for Commercial General Liability Insurance including bodily injury and property damage; $1,000,000 limit for Commercial Property Coverage covering real and personal property; and $1,000,000 limit Workers Compensation. Exhibitor shall provide DH with a certificate of insurance evidencing such coverage 45 days prior to the conference start. The insurance will name DH as additional insured. The insurance is to cover the full period of the conference.

NO ASSIGNMENT: The rights granted by this Contract are personal in nature. Exhibitor may not assign this Contract to any third party without the consent of DH.

AUTHORIZATION: By signing this contract you are authorizing DH to provide contact information including address, phone number, fax number and contact person to any service vendor contracted to conduct work for DH.

GOVERNING LAW; JURISDICTION: This Contract shall be governed, constructed and enforced in accordance with the laws of the Commonwealth of Massachusetts. In the event that it shall be necessary for DH to bring suit, enforce any if its rights hereunder or to defend itself against suits brought against DH by Exhibitor, DH shall be entitled to recover all costs of such suits including reasonable attorney's fees.

ENTIRE AGREEMENT: This Contract constitutes the complete agreement between the parties and supersedes all prior or contemporaneous agreements or representations, written or oral, concerning the subject matter hereof. This Contract may only be modified or amended in writing if signed by a duly authorized representative of each party.